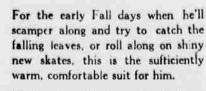
у при при при на при н

At a New Low Price

\$4.24



Made of excellent quality lustrous corduroy, with yoke, pleats back and front, patch pockets to hold his little treasures, and a detachable white pique collar to afford a note of youthful contrast. Well made and well lined.

In brown, blue, green and gray. Sizes 3 to 9 years Monro -Second Floor, 34th Street, Rear.

2000 Yards of

# All Silk Wide Ribbons

Specially Priced at

49c Yard

Wide ribbons for gay hair bows, pretty sashes on summer or fall frocks; and new millinery.

Moire

Taffeta

Also a pretty block patterned two-tone effect in maize, or blue and white and pink with blue.

The others come in solid rich, plain shades of pink, light blue, orange, henna, negro, Copenhagen, as well as black and white.

Month - Main Floor, Rear, Centre.

This Delightful "Sally" Pump At a Very Popular Price



\$7.94 The "Sally" Pump has been the season's tavorite. This particular model would usually sell for \$9.94.

Fancy Printed Silk and Cotton Linings 98c yd.

What are you going to use for the ining of your new fall suit

These lining fabrics, light weight and strongly woven, come in artistic floral and figured designs on grounds of gray, Copenhagen, tan, taupe, beaver, rose, brown and navy. 35 inches wide,

> Fancu Printed Sateen Yard Wide, 69c yd.

A medium weight, firmly woven lining, printed in new and striking floral figures and patterns on grounds of gray, tan. rose, Copenhagen, brown, green and navy.

A lining for the garment which gets continual wear.

Alexa -Lining Section, Second Floor, Front,

# R.H. Moccy & Co. Herald Square Inc. Wew York

Merchandise Advertised Here on Sale Tomorrow, Unless Otherwise Stated.

# The August Sale of White



## French Night Gowns

\$2.79 Unlauncered, hand-embroidered models with round necks, yoke backs and ribbon run cyclets. One illustrated (A).

\$3.79-Unlaundered, hand embroidered styles. Square, V and round necks. Solid and eyelet work. \$4.49 - Round and square neck models with scallops and solid and

eyelet embroidery designs. Unlaundered. \$4.79 - Round and V necks. Dainty hand embroidery and ribbon trimming. Set-in sleeves.

Better gowns at \$5.74, \$6.74, \$7.74, up to \$18.74. Elaborate embroidery and fine lace designs. One illustrated at \$8.74 (B). Now On Sale

Magra -Third Floor, Rear



#### 1485 Extra Size Bungalow Aprons

Percale in pink, blue or lavender stripes. Buttons side front. Vest effect of white or plain color. Narrow belt. One illustrated (A).

Gingham models. One surplice style trimmed with ric rac braid. In pink, blue or green stripes. Another model is slip-over buttoning on shoulder. Elastic waistline. In checks. Trimmed with ric rac braid tie sash. Two illustrated (B and C).

White Sateen Petticoats In the Misses' Own Section

69c

Good quality white sateen. Made with tucked and corded flounce or hematitched hem. Lengths 26 to 32



1032 Morning Dresses For Women

Dainty model of figured voile with collar and cuffs of white or-gandic finished with pipings of the Bib front effect, ending in sash in back. Wide fold of self material

\$1.88

Sizes 36 to 66 More - Third Floor, Centre.

# French Petticoats and Drawers

Petticoals \$2.24 - Heavy muslin with scalloped and embroidered ruffle. \$2.79 - Scalloped and embroidered models. Straight and ruffled models with scallops and embroidery at \$3.24,

Knee length petticoats, \$1.79 to \$5.74. Trimmed with scallops, French knots, eyelets and solid embroidery. Ruffles and straight

\$1.79-Scalloped eage and elastic top Also open models with plain tops and scalloped and embroidery edges.

\$2.24—Trimmed with scallops and embroidery. Scalloped ruffle.

\$2.79—Trimmed with scallops and embroidery. Ruffled or plainedges.

\$3.79-Three styles in Step-in Drawers with novelty scallops and \$4.79 - Lace and embroidery trimmed Step-in Drawers.



Muslin Night Gowns

69c - Sleeve ess models in flesh and white. V-necks. Hemstitching and hard embroidery. 89c - Flesh and white nainsook. Round and square necks. Lace and embroidery trimmings. Also models with hand embroidery and

stitching. One il ustrated (A). \$1.29 Fine quality batiste. Flesh and white models with round necks or surplice effects. Hemstitching and hand embroidery. Flesh and white cotton crepes with ribbon run casings. One

\$1.69 Flesh and white nainsook. Trimmed with lace, embroidery, hemstitching and crocheted lace. Empire effects with surplice top. Two illustrated (C and D). Allegra -Third Floor, Rear,

Silk Vests and Step-in Drawers Vests

\$1.74—Crepe de chine tailored and lace trimmed models. \$2.79—Trousseau crepe and radium silk models, tailored

Step-in Drawers \$2.79—Radium in tailored model. Crepe de chine is lace trimmed with corner design. S1.74—Crepe de chine, tailored lace trimmed.

Now on Sale

Monro -Third Ploor, Bear.



A New Feature in Blouses

Sleeveless silk overblouses to wear with fine net waists. The jumper blouse is drop-stitch tricolette, lacy and light in effect with a tie sash of self material. The colors are black, navy or white. The net waist is trimmed with lace ruffles on collar, sleeves and down the front. It can be worn with jumper dresses and blouses alike.

Sleeveless Net Waists, \$1.88 Third Floor, 34th Street.

A New Fall Model Is This

Serge Slip-Over Frock

for Junior Girls

\$10.74

Just a glimpse of this frock with its well tailored straight lines and dark simplicity will suggest endless varieties of delightful blouses that might be worn with it to school or for best. It is a most practical style for the growing girl. The taffeta trimming on neck and armholes provides a lustrous touch of silk. The model is offered in good quality all wool navy blue serge.



Sizes 12 to 16 years

Alexand -Third Floor, 35th Street.

## Tapestry Needlework \$4.96 to \$10.89

Our Former Prices Were \$14.89 to \$31.50

Imported tapestry car vases greatly reduced. Some have been partly embroidered, while others have had the difficult work completee, so that it is only necessary to fin sh the background These tapestries make tasteful, artistic decoration for the backs and seats of chairs.

Also Sanitas Sets

Stenciled in blue, green or yellow. On good quality oilcloth; easily wiped off after every meal.

\$1.39

Many -Fourth Floor, 34th Street, Rear

#### Nursery Accessories

Must be selected with care. The most hard to please mother will find a complete stock of accessories for the baby and for his nursery. on our third floor, in charge of competent, experienced women.

Hemstitched Sheets, 46c each Good quality muslin, size 36x50 inches.

Pillow Cases, to match,

Hemstitched size 121/2x16 inches. Receiving Blankets,

White, with edge tinished in pink or blue. Crib Blankets,

Pink or blue. Size 36x50 inches.

Flannel Gertrudes, Shell edge neck and bottom.

Monra -Third Plear, Soth Street, Rear,

## Imported Checked Gingham 47c yd.

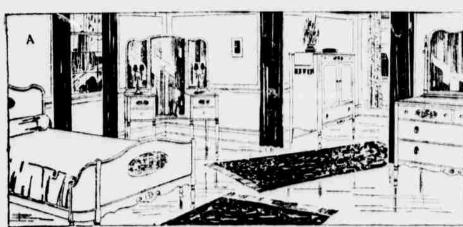
30 inches wide

A serviceable quality of the very popular checked pattern gingham. Its bright, cheery colors are both youthful and smart, so that dresses for all occasions, and children's charming costumes can be made from its gayly checked lengths.

In red, green, brown, pink, blue, avender, as well as navy and black, with white checks.

Magra - Second Floor, Centre, Front.

# Bedroom Furniture in the Midsummer Sale of Good Furniture



Ivory Enamel or Mahogany Veneered Suite. As illustrated A. Sold en suite er in separate pieces. Dresser, 48 inches wide, \$88.25; Full Size Bed, \$60.25; Chit-forobe, 36 inches wide, \$63.25; Vanity Dresser, 46 inches wide, \$88.25. Twin Beds to match this suite, \$60.25 each.

Louis XVI Design Suite of Mahogany Veneered, or American Walnut Veneered. Sold en suite or in separate pieces. Dresser, 48 inches wide, \$88.25; Chifforche, 36 inches wide, \$80.25; Full Size Bed. \$80.25; Vanity Dresser, 42 inches wide, \$72.25.

As With All the Other Furniture in This Great Sale We Have Shopped Around Town and Find That Not Only Are Our Prices Lower Than Elsewhere But That Our Assortments of Suites and Odd Pieces Are Unusually Complete.

#### A Few Suggestions:

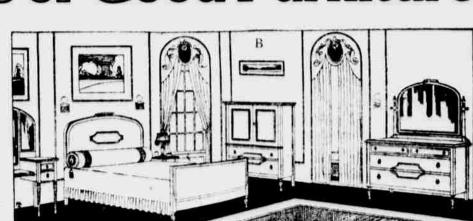
Colonial Design Mahogany Veneered Suite, sold en suite or in separate pieces. Dresser 47 inches wide, \$63.75; Full Size Four Post Bed, \$41.75; Chiffonier, 3412 inches wide, \$55.25.

Queen Anne Design America Walnut Veneered Suite, sold en suite or in separate pieces. Dresser, 45 inches wide, \$75.75; Full Size Bed bow foot board, \$80.25; Chifforobe, 37 inches wide, \$67.25; Vanity Dresser, 48 inches wide, \$97.25.

Louis XVI Design American Walnut Veneered Suite. Sold en suite only. Consists of Dresser. 48 inches wide; full size bed with bow foot board; chifforobe, 38 inches wide, and vanity dresser

And Many Other Suites and Separate Pieces

Store Hours: 9 to 5.30 Closed All Day Saturday



Louis XVI Design Bedroom Suite, Ivory Enamelled Decorated. As illustrated B. Sold en suite or in separate pieces. Dresser, 51 inches wide, \$119.00; Chifforobe, 36 inches wide, \$111.00; Full Size Bed, \$75.25; Vanity Dresser, 46 inches wide,

Four Piece Suite, consisting of dresser, full size bed, semi-vanity dresser and chifforette. May be had in walnut finish on birch or ivory enamelled.

\$166.00 \$117.00 Same Suite, less semi-vanity dresser,